



Plymouth
IMPERIAL EIGHT
CUSTOM MODELS



CHRYSLER
IMPERIAL
CUSTOM
EIGHT

*Six
Body
Types*

Magnificent



Chrysler introduces in the Imperial Custom Eight the largest, finest, most magnificent motor car that has ever been produced in the history of Chrysler.

Endowed with the greatest group of engineering developments of modern times, the Imperial Custom Eight offers a rare, new smoothness of operation, a new effortless ease of control never before known in a motor car.

This new and astonishing performance is in large measure the result of Floating Power, the revolutionary new engineering principle developed by Chrysler's great engineering staff; of an Automatic Clutch with Silent Gear Selector; Free Wheeling; new Double-Drop, Girder-Truss Frame; Oilite, Squeakproof Springs; 4-Speed Transmission; Hydraulic Brakes with new Centrifuse Brake Drums; a new steering development—all major engineering advancements that make the Chrysler Imperial a highly desirable motor car to own and operate.

Not alone in engineering accomplishment does the Imperial Custom Eight excel. It is a beautiful motor car—the most beau-

tiful automobile ever to bear the Chrysler name. Its compelling new exterior appearance and the richness and luxury of its interiors are the result of careful and studious designing by expert custom body craftsmen. Everything about these cars suggests correct design and simple, good taste—qualities which are always desired by the fine car buyer.

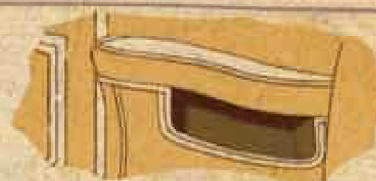
The Imperial Custom Eight is available in six distinctive and desirable body styles. Bodies of the Close-Coupled Sedan, Seven-Passenger Sedan and Sedan Limousine are custom built by Chrysler body craftsmen and Le Baron has executed the bodies of the Phaeton, Convertible Sedan and Convertible Roadster.

We invite your most critical inspection of the Imperial Custom Eight with the highest confidence in its ability to immediately impress you. Here is the most modern motor car of the day—distinguished in newness of line and contour—magnificent in performance abilities.

Own a Chrysler Imperial Custom Eight, and you will own the finest, most distinctive motor car in the world.



THE CLOSE-COUPLED SEDAN—FIVE PASSENGERS



Superb

mechanical excellence of the Chrysler Imperial is fully matched by the masterful designing of interiors and exteriors. A glance at the interior of the Close-Coupled Sedan will reveal innumerable touches that pronounce it a car of striking individuality and charm. Upholstery is in the finest fabrics. Deep, pliant cushions are built upon special coiled springs individually encased in fabric. Hardware of distinctive Chrysler design has a platinum finish.

Side Pockets

accessibly located under each side arm rest are just one of the many little touches that add to your convenience and comfort.



The Close-Coupled Sedan



THE SEDAN—SEVEN PASSENGERS

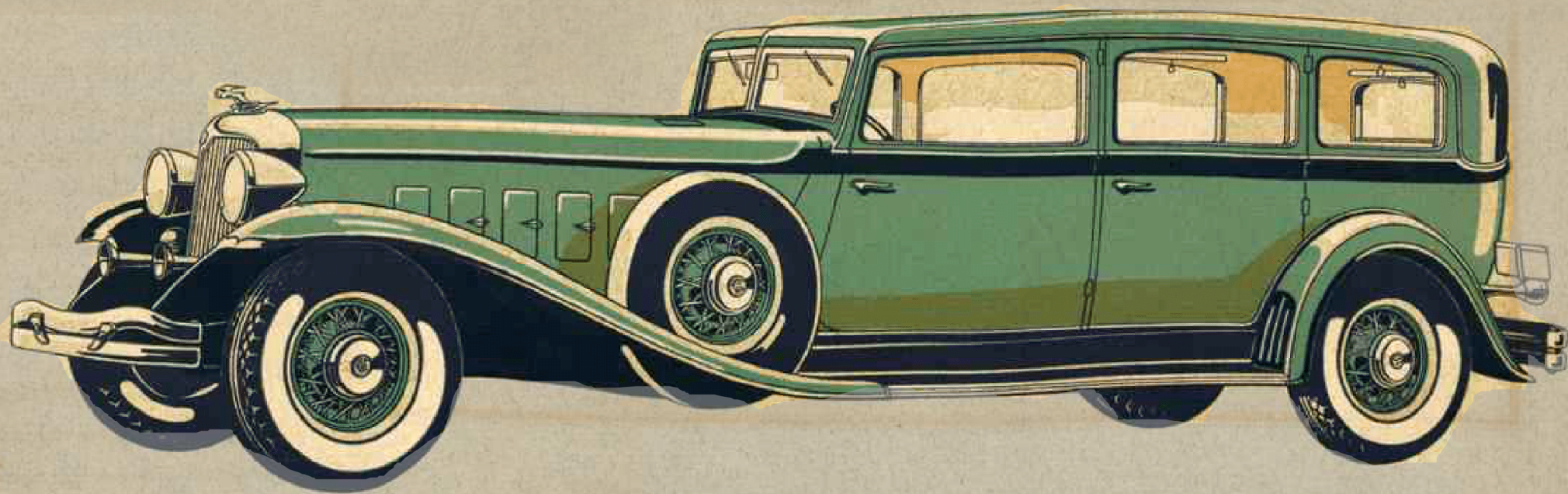


Correct

in every interior appointment, the Seven-Passenger Sedan combines dignity with impressive size. As in all Sedan models, exterior colors are harmonized with companion shades of broadcloth upholstery. Rear compartment is roomy and luxurious. Auxiliary chairs have been expressly designed for greatest comfort and fold away conveniently when not in use.

Chaste Design

is revealed in the distinctive platinum finish hardware and fittings used throughout the Imperial Custom Eight line.



The Sedan

Luxurious

in equipment, finish and appointments, the Seven-Passenger Sedan Limousine readily adapts itself for use as a chauffeured vehicle by raising a glass concealed in the rear of the front seat. The comfortable front seat is wonderfully upholstered in soft, hand-crushed leather and the exceptionally roomy rear compartment seat in handsome finely-woven Bedford cord.

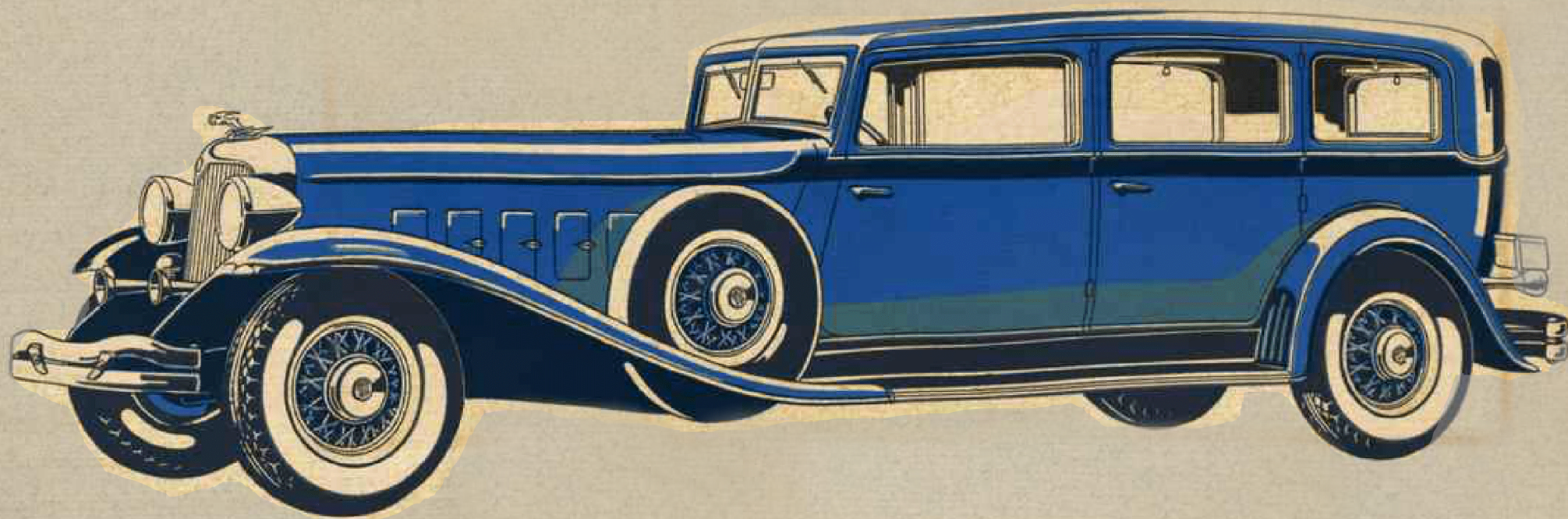
Convenient

dictaphone for use in communicating with chauffeur is provided in the Sedan Limousine. Ash trays and cigar lighter are also included.



THE SEDAN LIMOUSINE—SEVEN PASSENGERS





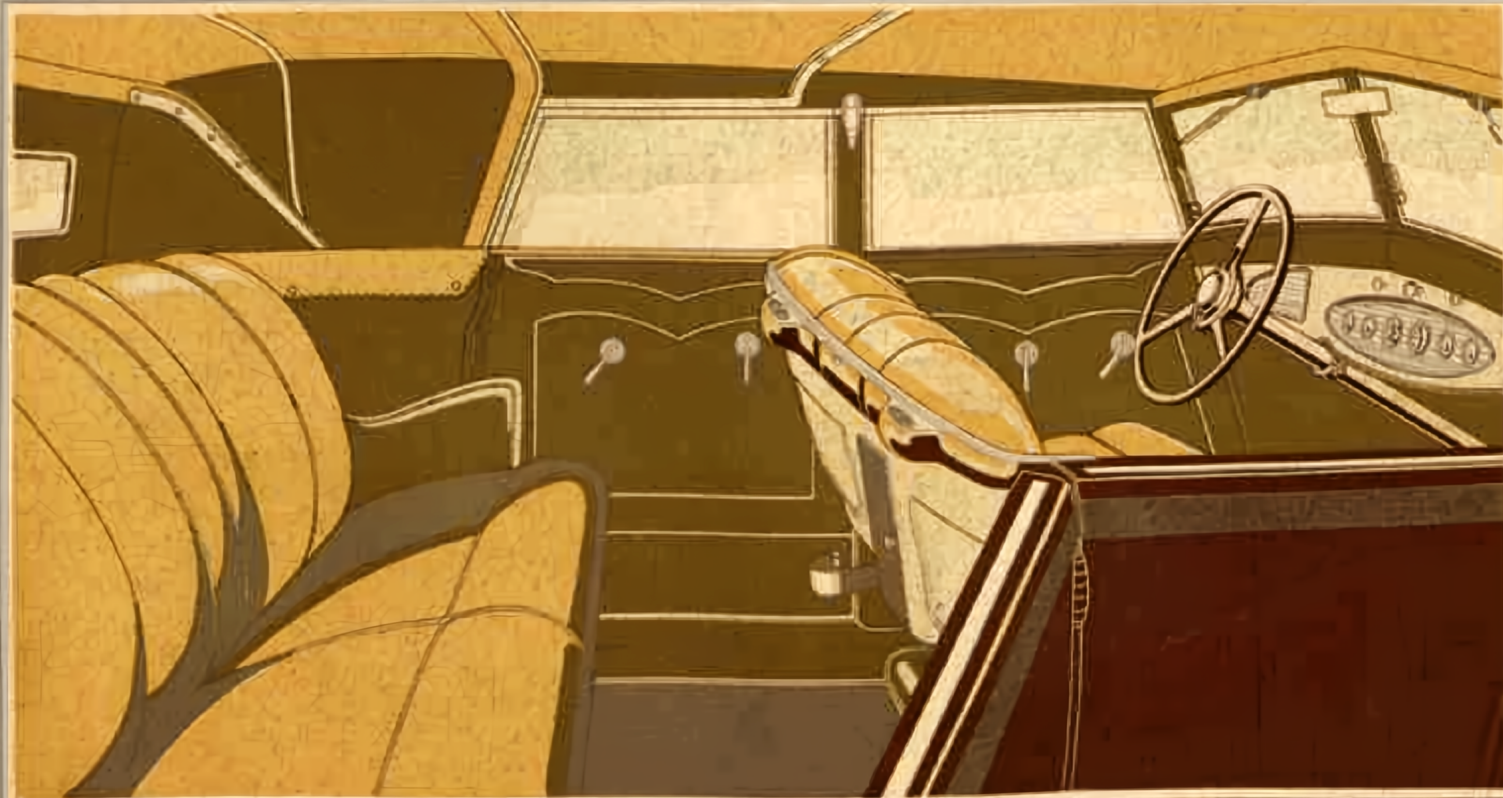
The Sedan Limousine

Advanced

in every phase of design this smart and practical Convertible Sedan, custom built by Le Baron, represents the last word in the all-weather type of car. Its long, sleek body lines are accentuated by the graceful sweep of flowing one-piece fenders and the trim lines of its carefully tailored top. Bumpers, trunk, six wire or demountable wood wheels, two in fender wells, are standard equipment.

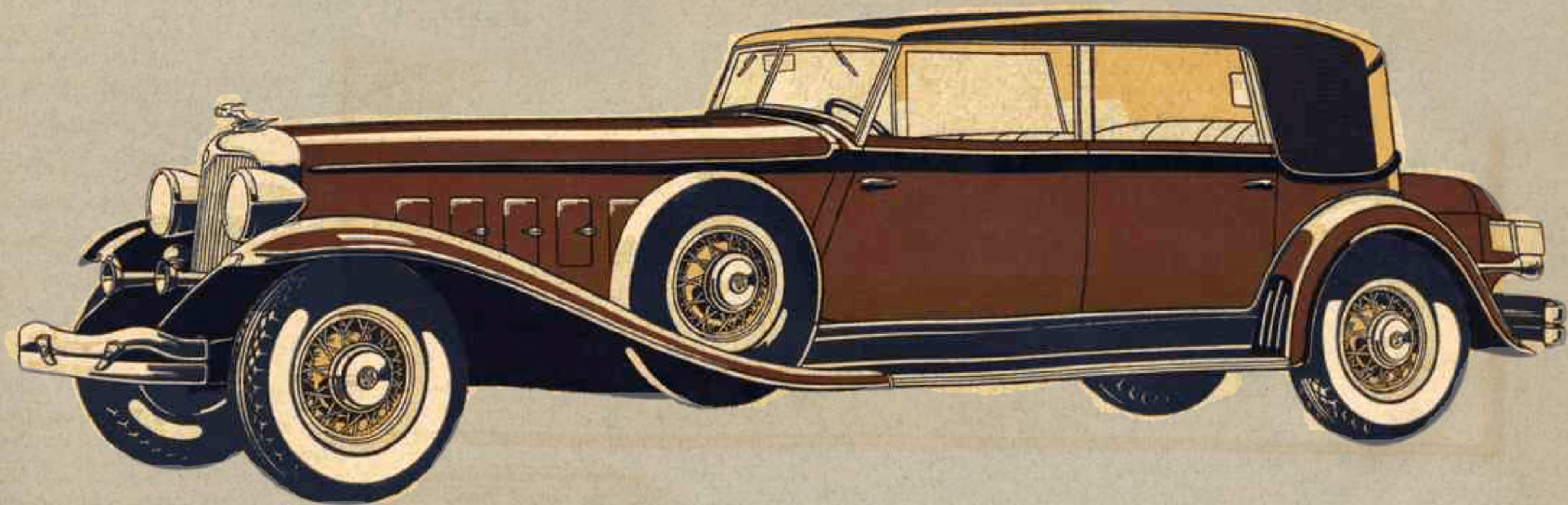
Cigar Lighter

and ash tray located in the back of the front seat are expressive of the ingenious designing of Le Baron body craftsmen.



THE CONVERTIBLE SEDAN—FIVE PASSENGERS

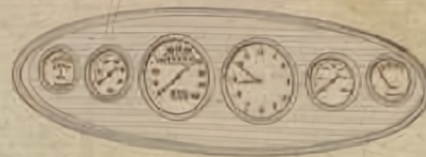




The Convertible Sedan



THE PHAETON—FIVE PASSENGERS

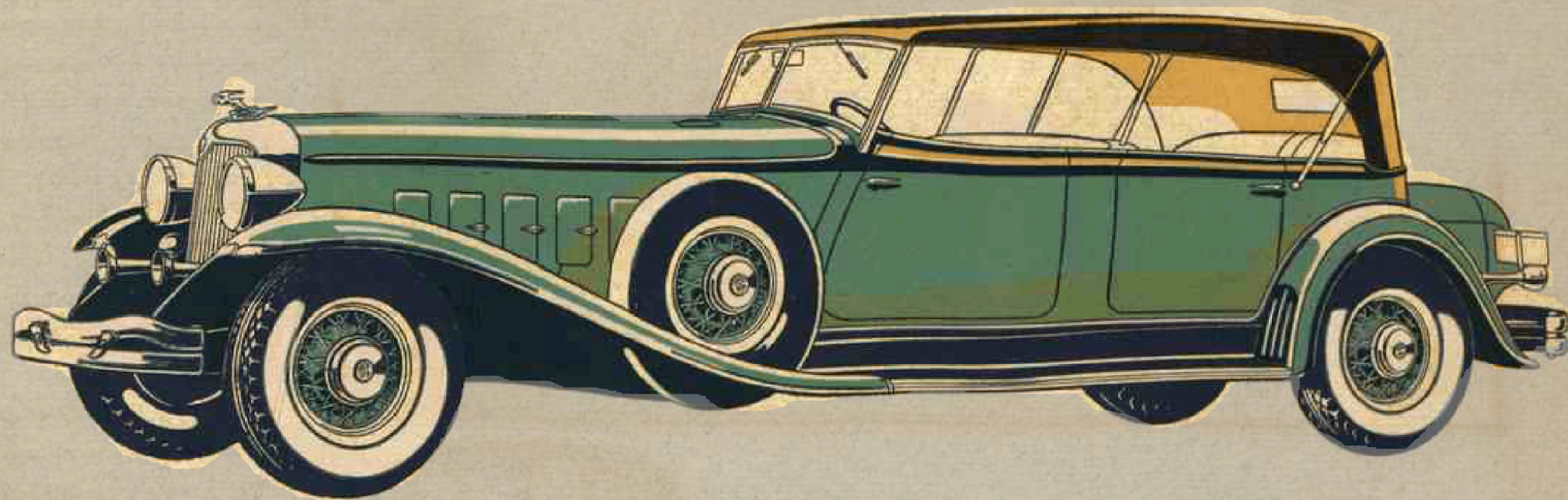


Smartness

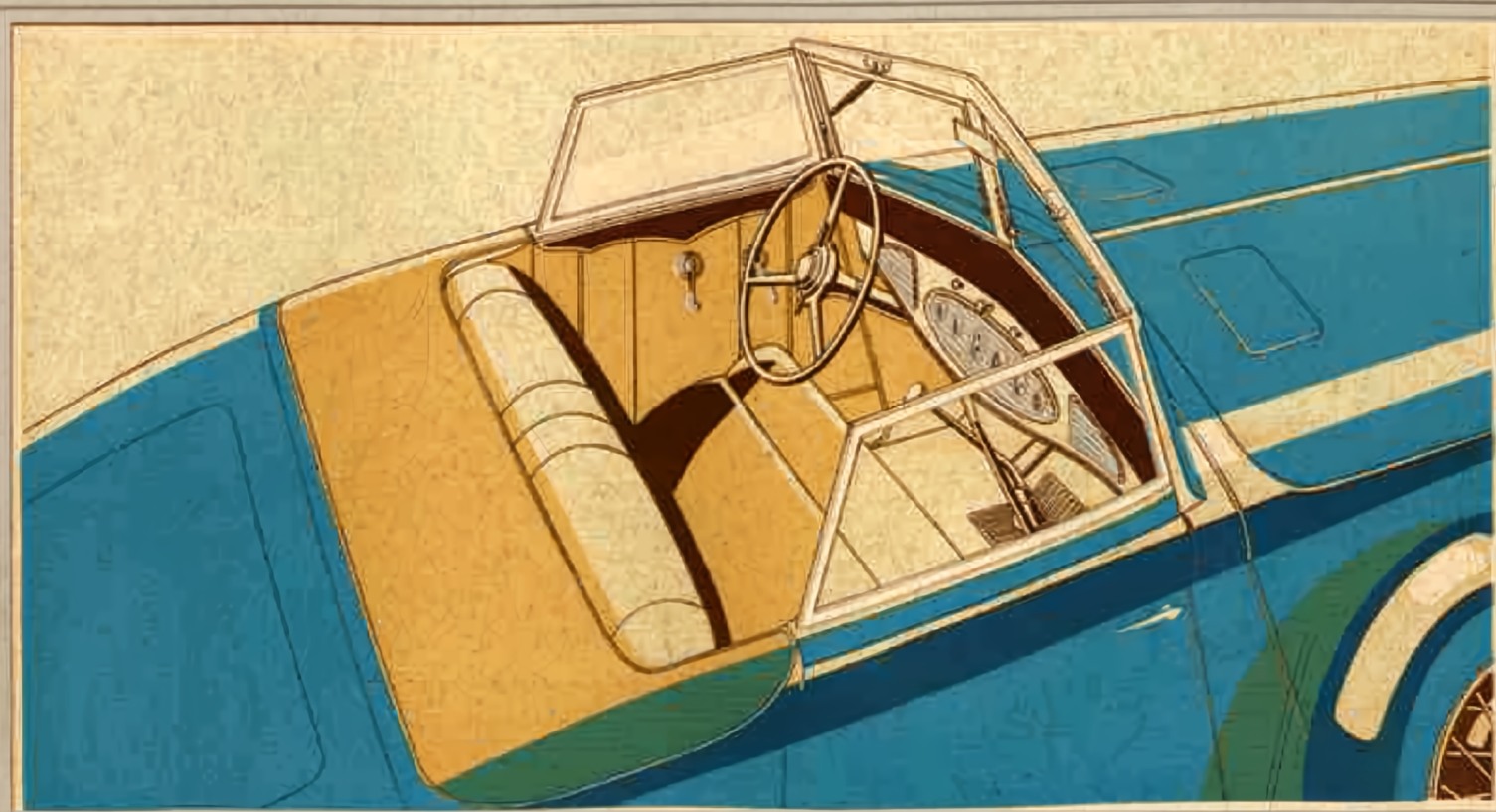
in a motor car has never been achieved in a greater measure than in this racy Five-Passenger Phaeton with body designed and built by Le Baron. Rear passengers are protected by a windshield concealed in the back of the front seat. This car comes in a variety of color options and is upholstered in handsomely grained leather in harmonizing colors. Bumpers, trunk and six wire or demountable wood wheels, two of which are mounted in the front fenders, are standard equipment.

Attractive

indirectly lighted instrument panel is fitted with every device for a constant knowledge of car performance.



The Phaeton



THE CONVERTIBLE ROADSTER—FOUR PASSENGERS



Striking

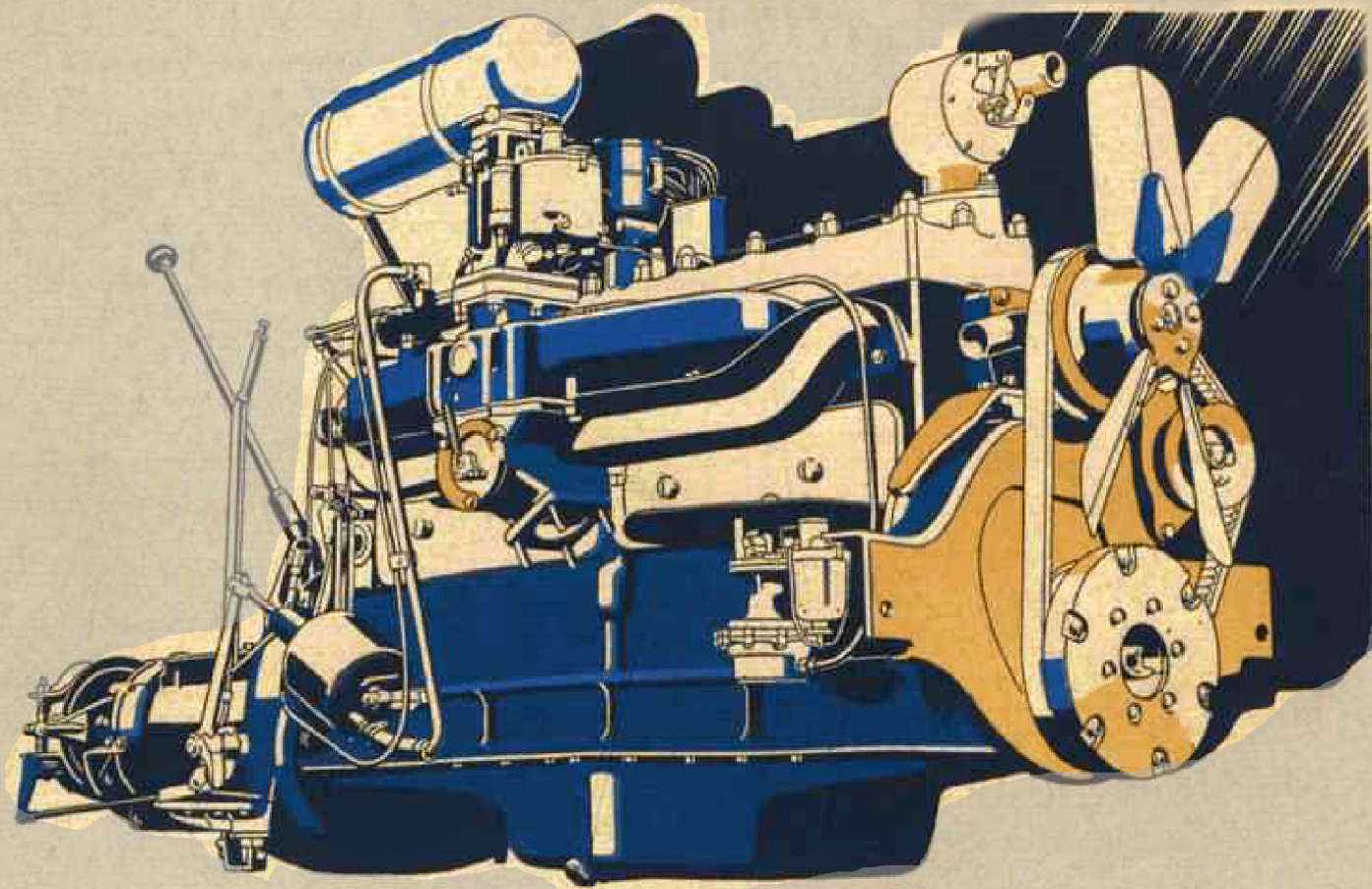
and individual is the Convertible Roadster, body designed and built by Le Baron. Top may be lowered compactly or raised to provide a snugly enclosed interior, according to the dictates of the weather. Upholstery is in fine grained, hand-buffed leather in harmonizing shades. As on all Imperial Custom models, Duplate Safety Glass, bumpers, and six wire or demountable wood wheels are standard equipment. Trunk rack is included.

Decidedly

useful are the personal accessory compartments provided on the instrument board at either side of the instrument panel.



The Convertible Roadster



125 Horse-power

Mechanically the Imperial Custom Eight is a marvelous expression of Chrysler engineering genius. Entirely new principles of engineering have been incorporated in engine and chassis to produce a degree of effortless operation and performance heretofore unattained in any other motor car in the world.

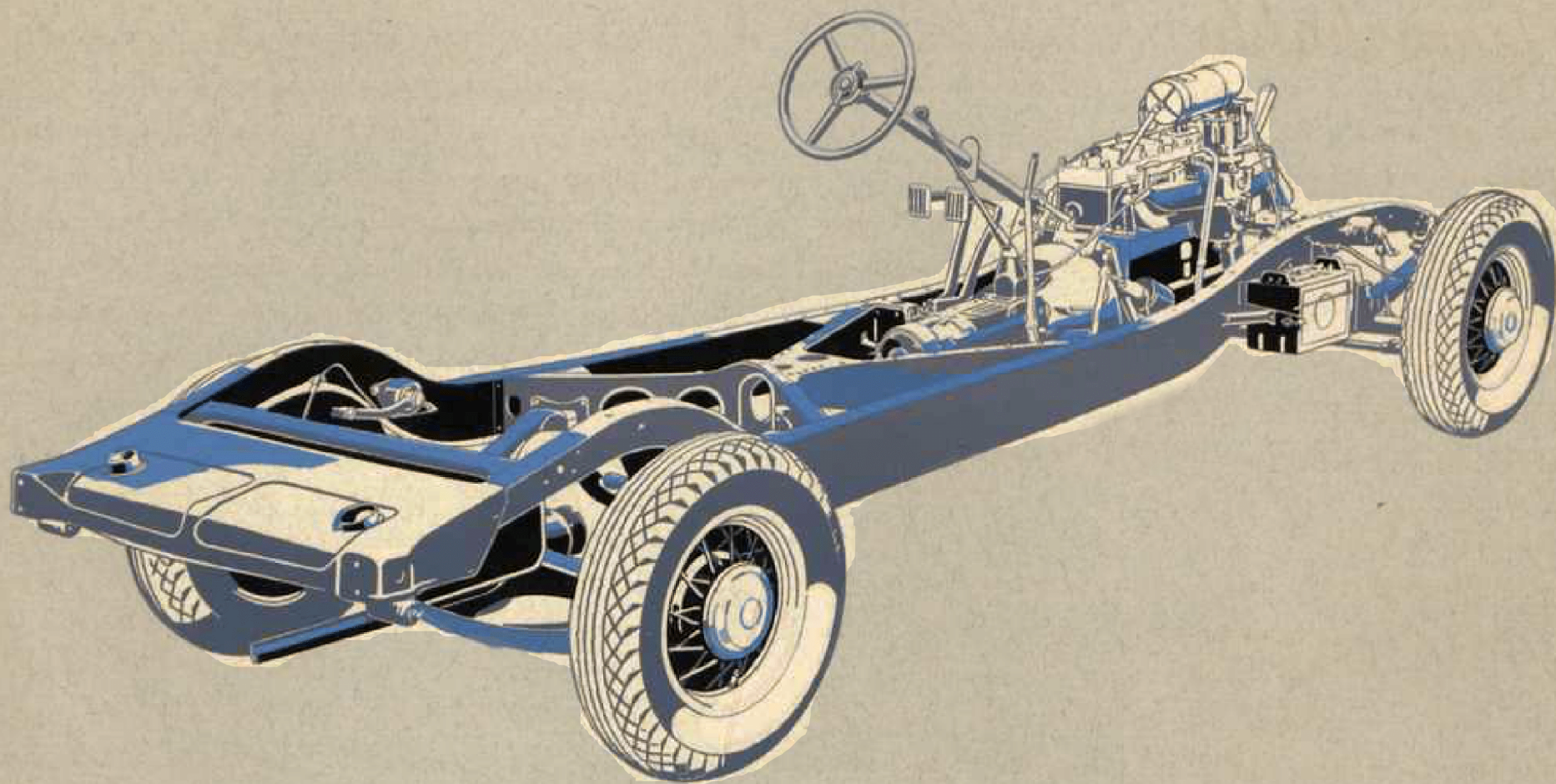
The Imperial Custom Eight has Floating Power—a revolutionary new engineering principle which completely wipes out power vibration at all car speeds and makes Chrysler Imperial performance as smooth and quiet as a mill pond. You get the thrilling results of great power without the slightest throb or tremor.

A new Automatic Clutch, eliminating the necessity for depressing the clutch pedal, makes driving supremely simple. A new Silent Gear Selector allows free and perfectly silent movement of the shift lever in any direction at any speed with practically no effort—and with no clashing of gears.

Chrysler Imperial Free Wheeling is an entirely separate unit at the rear of the transmission. When you are Free Wheeling

in the Chrysler Imperial, the gears are at a standstill, disconnected from both the engine and the rear wheels. This not only provides *real* Free Wheeling, but makes possible the new kind of shifting you enjoy with the Silent Gear Selector. You can lock out Free Wheeling and the Automatic Clutch and instantly return to conventional driving at any time by simply pulling out a single control on the dash. A Four-Speed Transmission with internal dual high gears provides extreme versatility under all conditions of road and traffic.

The great Chrysler Imperial high-compression engine develops 125 horsepower. It has a nine-bearing counterweighted crankshaft with impulse neutralizer; ventilated crankcase; aluminum alloy Invar-strut pistons; non-warping valves with two steel valve seat inserts; silent chain driven camshaft; new silent stagger spaced fan; full force-feed lubrication; dual downdraft carburetion; modern fuel system with fuel pump, fuel filter and accelerator pump; oil filter; air cleaner; intake silencer—everything necessary to produce the finest performance it is possible to achieve.



The 146" wheelbase Chassis

Remarkable engineering developments—any one of which would be an outstanding feature of any motor car—are revealed in great number by a casual inspection of the Chrysler Imperial chassis.

Chrysler engineers have developed the Double-Drop, Girder-Truss Frame—a frame of entirely new design—for this fine new Imperial Custom Eight. It incorporates the double-drop feature, permitting a noticeably low, smart and fleet car appearance. By means of the new girder-truss construction, two extra steel members parallel the side channels at either side of the engine, giving twofold support and strength. Continuing, these members cross over diagonally and meet the opposite side channels at the rear, forming an amazingly rigid construction. The result is multiplied strength and a stable, distortion-proof foundation for the body.

Chrysler Imperial Hydraulic Brakes—always self-equalizing and giving smooth, soft and instant braking action—have been made safer and better by means of larger and heavier Centrifuse brake drums of steel with an inner surface of cast iron—a new and important development that adds months of wear to brake linings.

New Oilite, Squeakproof Springs bring permanent and absolute freedom from squeaks and never need lubrication. They contribute in great measure to the softer, more restful ride that you experience in the Chrysler Imperial.

New steering ease has been attained as well as complete elimination of road shocks through the steering wheel.

Everything that *can* be done *has* been done to provide the finest fine car operation it is possible to have. Nothing has been overlooked that will produce unerring performance and efficiency.

The new riding and operating ease of the Chrysler Imperial Custom Eight has been the marvel of all who have experienced it. The harsh little shocks of riding, the sharp sway of the road, the rattles and squeaks that are characteristic of many other cars are entirely unknown in this masterpiece of all motordom. You must drive the Chrysler Imperial to fully appreciate its effortless operation, its astonishing performance and its new unparalleled riding qualities. No other car in the world can offer you any of these qualities in greater measure.

Specifications

AXLES—*Rear*—Semi-floating, pressed steel housing $\frac{1}{4}$ " thick. Drive gear and pinion spiral bevel type, heat treated. Gear ratios: Convertible Roadster and Phaeton, 3.82 to 1; Seven-Passenger models and Five-Passenger Close-Coupled Sedan, 4.10 to 1. Axle shafts: Forgings of high alloy, chrome nickel steel, heat treated.

Front—Heat treated, I-section drop forgings. Ball thrust bearings at steering knuckle head.

BRAKES—*Service*—Chrysler hydraulic, internal-expanding. Cast iron lined Centrifuse brake drums, 15" inside diameter, brake shoe 2" wide.

Parking—External-contracting on drum at rear of transmission, hand controlled.

CARBURETOR—Dual downdraft, plain tube type, provided with idle speed adjustment, with fixed jets. Equipped with automatic adjustable accelerator pump, intake silencer, air cleaner and automatic manifold heat control.

CLUTCH—Single dry-plate type. Automatic vacuum control with Silent Gear Selector. Driven disc 11" in diameter with molded asbestos facing. Torque cushioned in rubber.

COOLING SYSTEM—Water capacity $6\frac{1}{2}$ gallons (5.41 Imperial gallons), circulated by centrifugal pump driven by extension of fan shaft. Extra large water passages completely surround each cylinder and valve. Cellular radiator with detachable shell. Four-blade $18\frac{3}{4}$ " fan driven by V-belt with adjustment provided. Thermostatically controlled radiator shutters.

CRANKSHAFT—Statically and dynamically balanced. Supported on 9 bronze-backed, babbitt-lined main bearings. Eight counterweights. Front main bearing $2\frac{3}{4}$ " in diameter, $1\frac{1}{4}$ " long.

ENGINE—L-head type, water cooled, eight cylinders, four cycle. Bore, $3\frac{1}{2}$ "; stroke, 5". N. A. C. C. horsepower 39.20, developed horsepower 125,

piston displacement 384.84 cubic inches. Suspension—Floating Power type, two-point, cradled in rubber with steady rest; torque reaction taken by cantilever spring. Unit type. Firing order 1-6-2-5-8-3-7-4. Full force feed lubrication to all crankshaft, camshaft and connecting rod bearings. Spray from small metered hole in connecting rod bearings lubricates cylinders. Nine-bearing crankshaft. Six-bearing camshaft.

ELECTRICAL SYSTEM—*Generator*—Third-brush regulation, six-volt type. *Starting Motor*—Six-volt type with Manual engagement. *Battery*—Six-volt, 153-ampere hour capacity. Single wire system. *Ignition*—Side outlet waterproof eight-lobe cam single breaker arm type distributor. Automatic advance. Six-volt battery ignition.

FRAME—Girder-Truss, Double-Drop type—Pressed steel, wide flange. Channel 8" deep. Flanges $2\frac{1}{4}$ " wide.

FREE WHEELING—Selective, cam and roller type. Located at rear of transmission. Lockout control button on the instrument panel. Operates in all forward speeds, automatic lockout in reverse.

FUEL SYSTEM—Fuel pump driven from camshaft. $21\frac{1}{2}$ gallon (17.21 Imperial gallons) fuel tank.

LUBRICATION—*Engine*—Full force feed lubrication to all crankshaft, camshaft and connecting rod bearings. Pump located on right side of crankcase, driven by timing shaft from spiral gear on camshaft. All other working parts lubricated by positive spray under pressure from metered hole in upper half of each connecting rod bearing, also from crankshaft and camshaft. Timing chain lubricated by direct oil leads. Oil filtered, cleaned and cooled by circulation through oil filter mounted on engine. Oil capacity $8\frac{1}{2}$ quarts. Pressure gauge on dash. Level indicator on dash and on left side of crankcase. Crankcase ventilator.

PISTONS—Light aluminum alloy, Invar strut type.

SPRINGS—Semi-elliptic. Oilite, squeakproof. *Front*: Length $39\frac{1}{2}$ ", width $2\frac{1}{2}$ ", 9 leaves. *Rear*: Length $57\frac{1}{2}$ ", width $2\frac{1}{2}$ ", 8 leaves all body types. Mounted on special rubber insulated shackles. Steel spring covers.

STEERING GEAR—Worm and roller type. Adjustable for wear. Adjustable steering arm drop-forging, heat-treated. Kick shackle at front end of left forward spring absorbs road shocks.

TIRES—Balloon cords, 6-ply non-skid tread on all wheels, size $7.50" \times 17"$.

TRANSMISSION—4-speed transmission with double internal gear accelerating range. Silent Gear Selector. Main drive pinion supported by ball bearings in transmission case and a roller bearing in the accelerating range clutch. Mainshaft supported by ball bearings in case and roller bearing in main drive pinion. Countershaft gears mounted on roller bearings on stationary countershaft.

STANDARD EQUIPMENT—*All Body Styles*—Double-acting hydraulic shock absorbers with thermostatic control; automatic manifold heat control; two windshield wipers with vacuum booster; non-glare rear view mirror; two stop lights; two tail lights, two trumpet horns; tools; V-type double windshield; clock; cigar lighter; smoking sets; foot rest; six wire wheels—demountable wood wheels optional—spare wheels mounted in fender wells; trunk rack except on Phaeton and Convertible Sedan; Duplate Safety glass; two side tire carrier locks; bumpers front and rear. *Sedan Limousine*—Corner lights (operated by door switches), dome light, robe cord, package net, dictaphone, disappearing glass partition; two inside adjustable sun visors; two auxiliary seats. *Seven Passenger Sedan*—Corner lights (operated by door switches), dome light, robe cord, two auxiliary seats; two inside adjustable sun visors. *Convertible Sedan and Phaeton*—Steel trunks to match body color, top boot. *Convertible Roadster*—Top boot. *Close-Coupled Sedan*—Dome light, two assist straps, robe cord, two inside adjustable sun visors.

WHEELBASE—146". Overall length with bumpers, $212\frac{1}{4}"$. $214\frac{1}{4}"$ on Close-Coupled Sedan.

WHEELS—Drop center rim. 17" diameter. Width, 4.19". (See standard equipment.)

SPECIAL NOTICE—The Manufacturer reserves the right to revise, change or modify the construction of Chrysler motor vehicles or any part thereof as he may see fit, without incurring any obligation to make like changes on motor vehicles previously sold.

CHRYSLER SALES CORPORATION, DETROIT, MICHIGAN, U. S. A.

